GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:4526
ANSWERED ON:22.05.2006
ADVERTISEMENT INDUSTRY
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Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

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(a) whether the growth in the advertising industry has been assessed during the last three years;

(b) if so, the turn- over of the industry during each of the last three years;

(c) the share of electronic and print media in this industry, separately;

(d) whether the Government has any plan for development of this industry in future;

(e) If so, the details thereof;

(f) The total share of the Government in advertisement out of the total advertisement business during each of the last three years; and

(g) The steps taken or being taken by the Government to increase its share in the growth of advertisement industry ?

Answer

MINISTER OF INFORMATION AND BROADCASTING & PARLIAMENTARY AFFAIRS (SHRI P.R. DASMUNSI)

(a) to (c) Advertisement industry is predominantly in the private sector and information relating to the turnover in the advertising industry is not being maintained by this Ministry. However accordingly to data released by two private agencies, the Television Audience Measurement (TAM) Media Research and Price Waterhouse Coopers Pvt. Ltd., the total turnover in the advertisement industry for the last three and two years respectively, (collated figures) are as under TAM Media research

(Rupees in Crores)

	2003	2004	2005
Electronic	4488	5092	5729
Print	4784	5464	6323
Others (cinema, ooh & Internet etc.)	928	1044	1148
Total	10200	11600	13200

Price Waterhouse Coopers Pvt. Ltd

	2004	2005

Electronic 5040 5750

Print 5440 6270

Total 10480 12020

(d) and (e) This Ministry does not have any such plan at present

(f) The Union Government's expenditure on advertisement business during the last three years released through DAVP is as under :-

Year	Total expenditure
2003-04	Rs. 180.43 crores
2004-05	Rs. 201.20 crores
2005-06	Rs. 328.20 crores

(g) The Government's objectives predominantly being governed by social and non-commercial considerations, the growth of advertisement industry is mainly dependent on the private sector.